



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

Contract # 338882

Schedule Dates	10/26/12-10/29/12	Date Entered	10/25/12
Advertiser	Pol/R Casey/D/US Senate (16759)	Last Modified	10/30/12
Agency	Shorr & Associates (2909)	Entered By	Mary Beth Halas
Product	Political - Federal Candidate (1067)	CO-OP	Yes
Brand	POL/R CASEY/D/SEN/PA (134170)	Headline #	06396615
Salesperson	Telerep/Washington DC, Washington DC (1040)	Demo	
Sales Office	Telerep/Washington DC	Order Type	Normal
Buyer Name	D'ETTORRE, MICHAEL	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	N/A	Commission	\$2,726.25
Account Types	National/Political	Net Total	\$15,448.75
Billing Type	Standard	Sales Tax	
Comments	BOB CASEY :30 10/23 ***** THIS IS A CASH IN ADVANCE SCHEDULE *****		

Pittsburgh (WPXI)		
By Broadcast Month	Spots	Rate
Oct. 2012	9	\$10,650.00
Nov. 2012	7	\$7,525.00
Grand Total:	16	\$18,175.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/26/12-10/26/12	3	:30	7A- 8A (EST)						1			1	\$850.00	\$850.00	Pittsburgh (WPXI)	TODAY SHOW 7-8A/1	10/25/12
2.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	7A- 8A (EST)		1							1	\$850.00	\$850.00	Pittsburgh (WPXI)	TODAY SHOW 7-8A/2	10/25/12
3.0	Normal Line / Spot	10/26/12-10/26/12	3	:30	8A- 9A (EST)						1			1	\$800.00	\$800.00	Pittsburgh (WPXI)	TODAY SHOW 8-9A/3	10/25/12
4.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	8A- 9A (EST)		1							1	\$800.00	\$800.00	Pittsburgh (WPXI)	TODAY SHOW 8-9A/4	10/25/12
5.0	Normal Line / Spot	10/26/12-10/26/12	3	:30	4P- Judge Judy 4p						1			1	\$550.00	\$550.00	Pittsburgh (WPXI)	JUDGE JUDY 4-430P/5	10/25/12
6.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	4P- Judge Judy 4p		1							1	\$550.00	\$550.00	Pittsburgh (WPXI)	JUDGE JUDY 4-430P/6	10/25/12
6.0.1	Closed Preempt	10/29/12															Pittsburgh (WPXI)	Breaking News Interrupt/Spot - Hurricane Sandy Coverage	
7.0	Normal Line / Spot	10/26/12-10/26/12	3	:30	4:29P- Judge Judy 430p						1			1	\$725.00	\$725.00	Pittsburgh (WPXI)	JUDGE JUDY 430-5P/7	10/25/12
8.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	4:29P- Judge Judy 430p		1							1	\$725.00	\$725.00	Pittsburgh (WPXI)	JUDGE JUDY 430-5P/8	10/25/12
8.0.1	Closed Preempt	10/29/12															Pittsburgh (WPXI)	Breaking News Interrupt/Spot - Hurricane Sandy coverage	
9.0	Normal Line / Spot	10/26/12-10/26/12	3	:30	5P- 5:30P (EST)						1			1	\$1,100.00	\$1,100.00	Pittsburgh (WPXI)	NEWS 5-530P/9	10/25/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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Product Political - Federal Candidate (1067)
Brand POL/R CASEY/D/SEN/PA (134170)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name DETTORRE, MICHAEL
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments BOB CASEY :30 10/23
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 10/25/12
Last Modified 10/30/12
Entered By Mary Beth Halas
CO-OP Yes
Headline # 06396615
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$2,726.25
Net Total \$15,448.75
Sales Tax

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10.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	5P-5:30P (EST)	1	1							1	\$1,100.00	\$1,100.00	Pittsburgh (WPXI)	NEWS 5-530P/10	10/25/12
11.0	Normal Line / Spot	10/26/12-10/26/12	3	:30	5:58P- Channel 11 News At 6pm M-F						1			1	\$1,300.00	\$1,300.00	Pittsburgh (WPXI)	NEWS 6-630P/11	10/25/12
12.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	5:58P- Channel 11 News At 6pm M-F	1								1	\$1,300.00	\$1,300.00	Pittsburgh (WPXI)	NEWS 6-630P/12	10/25/12
13.0	Normal Line / Spot	10/28/12-10/28/12	3	:30	6P- CHANNEL 11 NEWS							1		1	\$925.00	\$925.00	Pittsburgh (WPXI)	NEWS 6-630P/13	10/25/12
14.0	Normal Line / Spot	10/26/12-10/26/12	3	:30	6:59P- Jeopardy						1			1	\$2,200.00	\$2,200.00	Pittsburgh (WPXI)	JEOPARDY 7-730P/14	10/25/12
15.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	6:59P- Jeopardy	1								1	\$2,200.00	\$2,200.00	Pittsburgh (WPXI)	JEOPARDY 7-730P/15	10/25/12
16.0	Normal Line / Spot	10/26/12-10/26/12	3	:30	7:30P- WHEEL OF FORTUNE							1		1	\$2,200.00	\$2,200.00	Pittsburgh (WPXI)	WHEEL 730-8P/16	10/25/12
17.0	Revised Line / Spot	10/29/12-10/29/12	3	:30	4:30P- 5P (EST)	1								1	\$725.00	\$725.00	Pittsburgh (WPXI)		10/30/12
18.0	Revised Line / Spot	10/29/12-10/29/12	3	:30	4P- 4:30P (EST)	1								1			Pittsburgh (WPXI)		10/30/12
18.1	Normal Line / Spot	10/29/12-10/29/12	3	:30	4P- 4:30P (EST)	1								1			Pittsburgh (WPXI)	Order Error/Exception -	10/30/12
18.1.1	Closed Preempt	10/29/12															Pittsburgh (WPXI)		
19.0	Revised Line / Spot	10/29/12-10/29/12	3	:30	4P- 4:30P (EST)	1								1			Pittsburgh (WPXI)		

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